

INDIE GAME PROJECT SPONSORSHIP

インディーゲーム企画 協賛プランのご案内

SELECTED INDIE80 & SENSE OF WONDER NIGHT

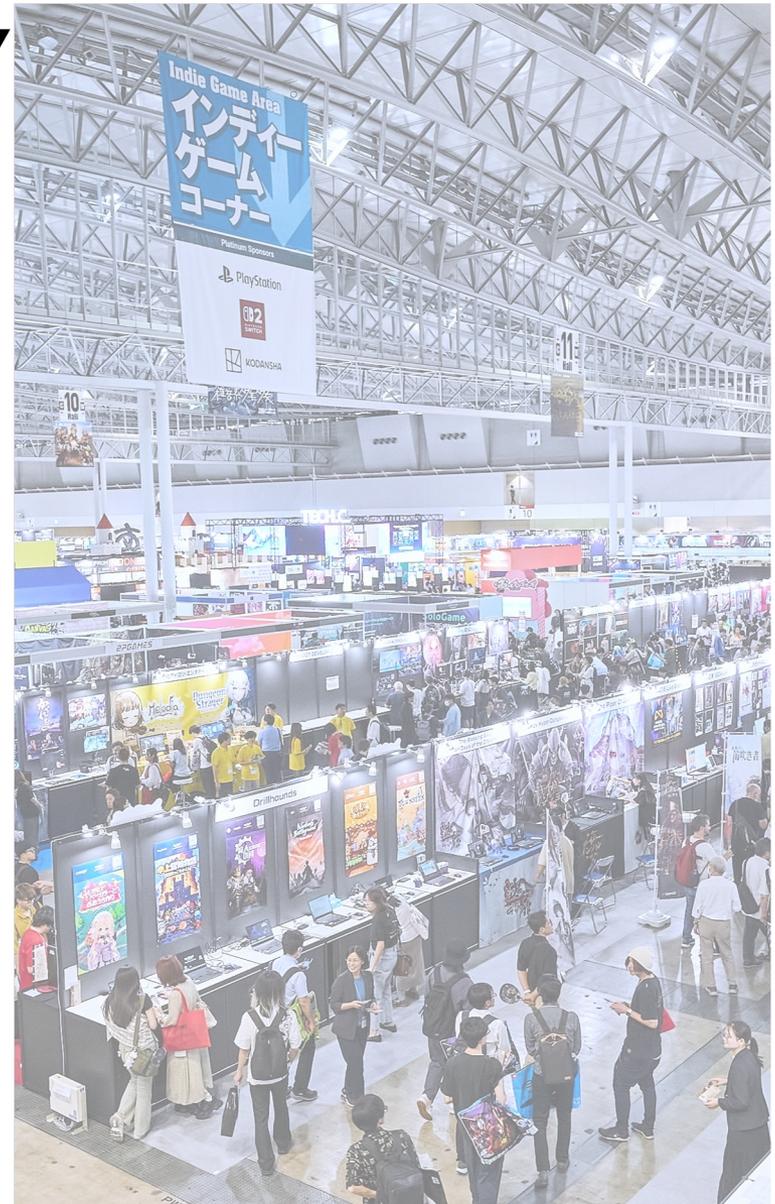
At Tokyo Game Show 2026, the "SELECTED INDIE 80" program allows individual and corporate indie game developers to exhibit their projects in person for free, supported by sponsors. This initiative aims to provide a platform for indie developers to thrive while contributing to the growth of the global gaming industry.

Contact: Nikkei BP Indie Game Management Office

Mail: indie@nikkeibp.co.jp

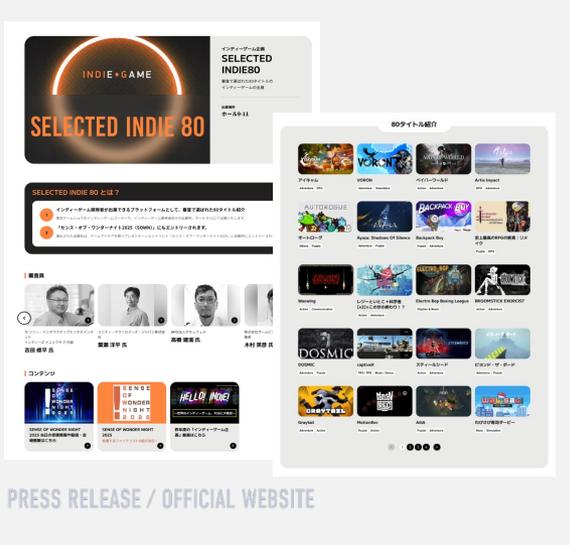
“SELECTED INDIE 80” Project to Support Indie Game Devs

To provide a platform for indie developers to flourish and to contribute to the growth of the global gaming industry, The "SELECTED INDIE 80" slot, which allows indie game developers to exhibit for free, is available again this year. This project is made possible by the support of our sponsors. Sponsors will receive a variety of benefits, including logo display, exhibit space, and use of meeting tables. If you are a game platform holder, game publisher, PC/monitor manufacturer, etc. that would like to support the event, please consider becoming a sponsor.



Outline for SELECTED INDIE 80

Exhibit for free at the Indie Game Area The "SELECTED INDIE 80" category has been established to accept entries from around the world. Selected game titles will be exhibited at TOKYO GAME SHOW 2026 Exhibit for 5 days (80 titles planned). We will support exhibitors by providing booths, PCs, and monitors necessary for exhibiting. In addition, a dedicated page on the official TGS website will be set up for various promotions leading up to the show.



SENSE OF WONDER NIGHT



SELECTED INDIE 80 Eve



SELECTED INDIE 80 Area

SELECTED INDIE 80 exhibitors and supporting companies will work together to enhance their presence.

Indie Game Project Sponsorship Plan

P

PLATINUM

Exhibitors only
Limited to 4 companies

JPY
5,500,000

*Tax included
(Exhibit fee is not included)

G

GOLD

Exhibitors only Limited to
6 companies

JPY
2,200,000

*Tax included
(Exhibit fee is not included)

S

SILVER

Exhibitors

JPY
770,000

*Tax included
(Exhibit fee is not included)

Non-exhibitors

JPY
880,000

*Tax included

B

BRONZE

Exhibitors

JPY
275,000

*Tax included
(Exhibit fee is not included)

Non-exhibitors

JPY
330,000

*Tax included

D

DEVICE

Exhibitors

**Provision of
equipment**

(Exhibit fee is not included)

Non-exhibitors

**Provision of
equipment**

Platinum Sponsor

JPY 5,500,000

Exhibitors only Limited to 4 companies
*Tax included (Exhibit fee is not included)



01 Complimentary Booth in the Indie Game Area

Two standard booths (3m x 3m) or Three free turnkey booths (2m x 2m)

* Ordinary booths are space only. Turnkey booths are default package booths. Booth locations are selected from the sponsor's priority area.

* Additional booths can be added for a fee.

02 Logo Posting (Please refer to page 10)

03 Use of Indie Meetup Area dedicated business meeting booths (application required)

* From 2025, booth sizes will be expanded further, allowing for more spacious, private rooms.

04 Use of sponsor presentation slots (application required)

Presentation within SENSE OF WONDER NIGHT (5 minutes)

05 OTHER

SI80 Eve & International Party (application required)

* SI80 Eve (the night before the event): A table for sponsors will be set up within the venue where they can interact with SI80 exhibitors.

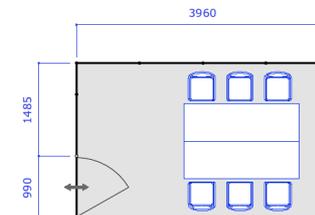
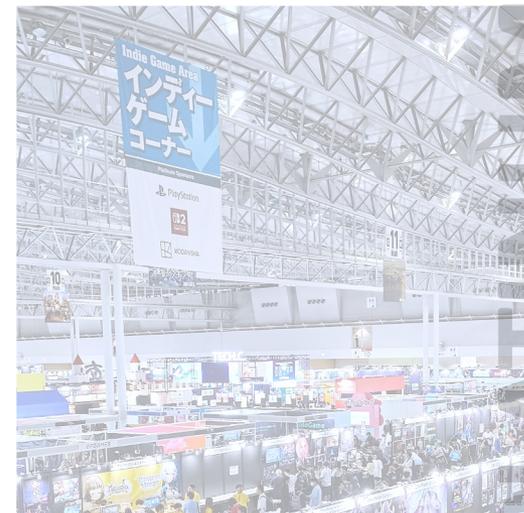
* International Party: A party will be held during the event where they can interact with people from the game industry and the press from Japan and abroad. A table for sponsors will be set up within the venue.

Title listing on a special Steam Venue

"Indie Guidebook in TGS2026" Booklet Article (Please refer to page 12)

Ticket distribution: Business Day Tickets: 10, Public Day Tickets: 10

Display of catalogs and advertisements : 2F Esplanade SELECTED INDIE 80Area Installed in front of entrance sign



[Available for 5 days]

Indie Meetup Area: Business Negotiation Booth
Location: Hall 11, 2nd Floor Esplanade (planned)

Standard amenities:

Company name plate (with logo), punch carpet, One two-port outlet, two tables, six chairs, Wi-Fi



Gold Sponsor

JPY 2,200,000

Exhibitors only Limited to 6 companies
*Tax included (Exhibit fee is not included)

Booth	Logo Posting	Meetup Area	Presentation	OTHER
-------	--------------	-------------	--------------	-------

01 Complimentary Booth in the Indie Game Area

One standard booth (3m x 3m) or One free turnkey booth (2m x 2m)

* Regular booths are space only. Turnkey booths are default package booths. Booth locations are selected from the sponsor's priority area.

* Additional booths can be added for a fee.

02 Logo Posting (Please refer to page 10)

03 Use of business meeting tables in the Indie Meetup Areas (shared tables)

* Availability of shared tables can be reserved in advance through the business matching system.

* Option to change to dedicated booth and table

04 OTHER

SI80 Eve & International Party Table for sponsors in the venue (application required)

A party will be held during the exhibition to allow visitors to interact with domestic and international game industry professionals and members of the press. Tables will be set up in the venue for sponsors.

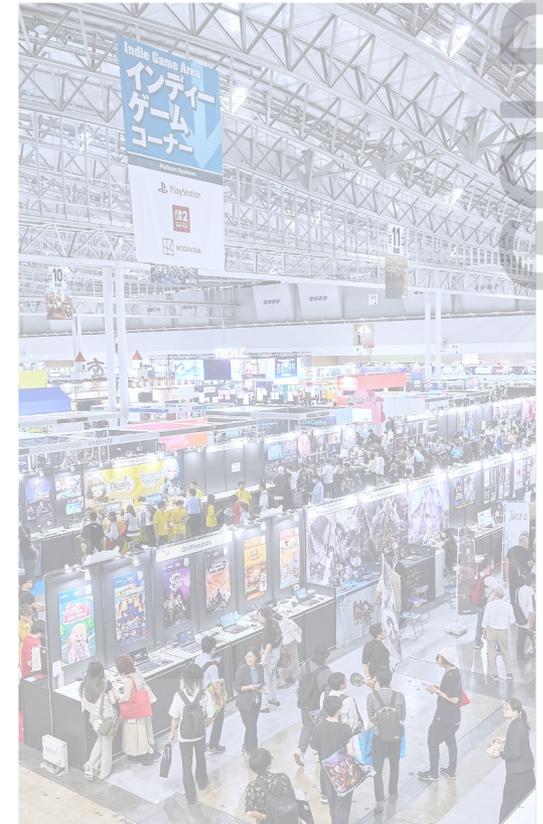
* SI80 Eve and International Party both have tables and chairs only. If decorations or other items are required, please prepare them separately.

Steam Special Venue : List your titles on the dedicated "Indie Game Project" tab (up to 15 titles)

Display of catalogs and advertisements : 2F Esplanade SELECTED INDIE 80Area Installed in front of entrance sign

Ticket distribution: Business Day Tickets: 10, Public Day Tickets: 10

Option: One page article in the Indie Guidebook (Please refer to page 12)



Silver Sponsor

JPY 770,000

*Tax included (Exhibit fee is not included)

Booth	Logo Posting	Meetup Area	Presentation	OTHER
-------	--------------	-------------	--------------	-------

01 **Logo Posting** (Please refer to page 10)

02 **Indie Meetup Area Use of business meeting tables** (shared tables)

*Availability of shared tables can be reserved in advance through the business matching system.

*Option to change to dedicated booth and table

03 **OTHER**

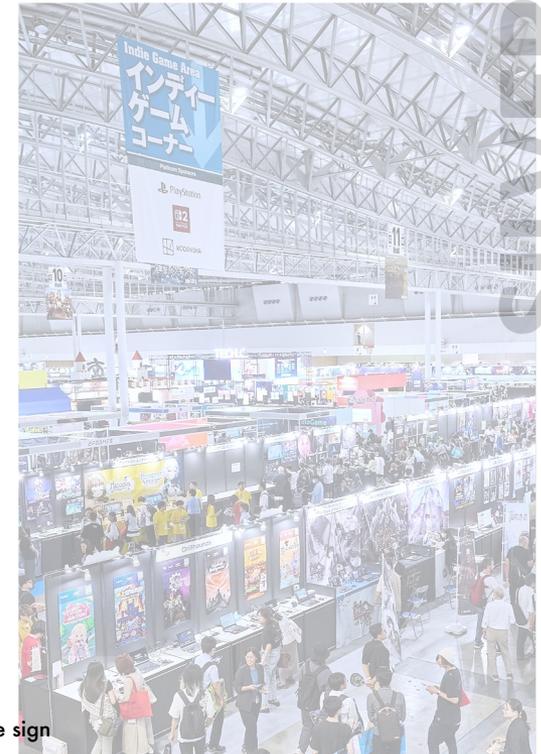
SI80 Eve Table for sponsors in the venue (application required)

*SI80 Eve Party both have tables and chairs only. If decorations or other items are required, please prepare them separately.

Steam Special Venue : List your titles on the dedicated "Indie Game Project" tab (up to 10 titles)

Ticket distribution: Business Day Tickets: 4, Public Day Tickets: 4

Display of catalogs and advertisements : 2F Esplanade SELECTED INDIE 80 Area Installed in front of entrance sign



JPY 880,000

*Tax included

Non-exhibitors

Booth	Logo Posting	Meetup Area	Presentation	OTHER
-------	--------------	-------------	--------------	-------

01 **Logo Posting** (Please refer to page 10)

02 **OTHER**: Ticket distribution: Business Day Tickets: 4

Bronze Sponsor

JPY 275,000

*Tax included (Exhibit fee is not included)

Booth	Logo Posting	Meetup Area	Presentation	OTHER
-------	--------------	-------------	--------------	-------

01 **Logo Posting** (Please refer to page 10)

02 **OTHER**

Ticket distribution: Business Day Tickets: 2, Public Day Tickets: 2

Invitation to SI80 Eve (page 13)

As a paid option, you can use the business meeting area in the Indie Meetup Area.

*Availability of shared tables can be reserved in advance through the business matching system.

Option: Display of catalogs and advertisements Location: 2F Esplanade SELECTED INDIE 80 Area
Installed in front of the entrance sign

Option: Email delivery on behalf of the client (one time)

JPY 330,000

*Tax included

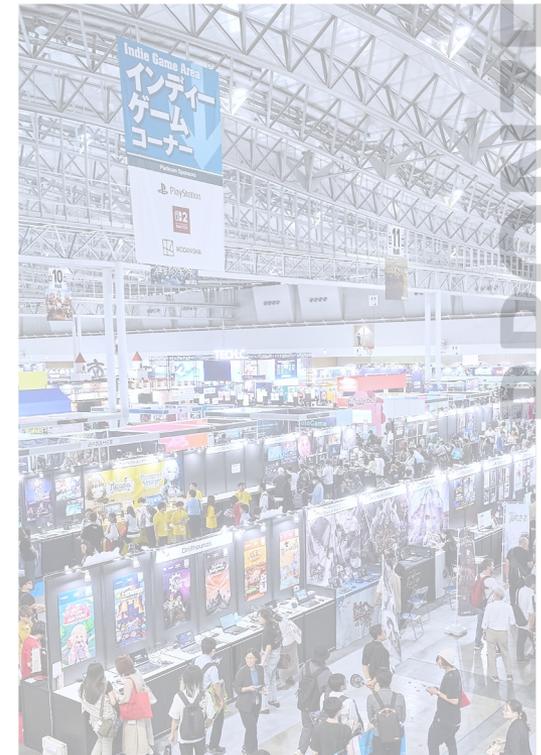
Non-exhibitors

Booth	Logo Posting	Meetup Area	Presentation	OTHER
-------	--------------	-------------	--------------	-------

01 **Logo Posting** (Please refer to page 10)

02 **OTHER:** Ticket distribution: Business Day Tickets: 2

Invitation to SI80 Eve (page 13)



BRONZE

Equipment Sponsor

Provision of equipment

(Exhibit fee is not included)

* Sponsorship plan for companies that can provide 30 or more PCs, monitors, and other equipment.

Complimentary Booth	Logo Posting	Meetup Area	presentation	S180Eve (Table for sponsors)	OTHER
---------------------	--------------	-------------	--------------	---------------------------------	-------

01 Complimentary Booth in the Indie Game Area

*Number of PCs and monitors provided: Only if 80 or more units are provided, one standard booth (3m x 3m) or one turnkey booth (2m x 2m) will be provided free of charge.

02 Logo Posting (Please refer to page 10)

03 Indie Meetup Area Use of business meeting tables (shared tables)

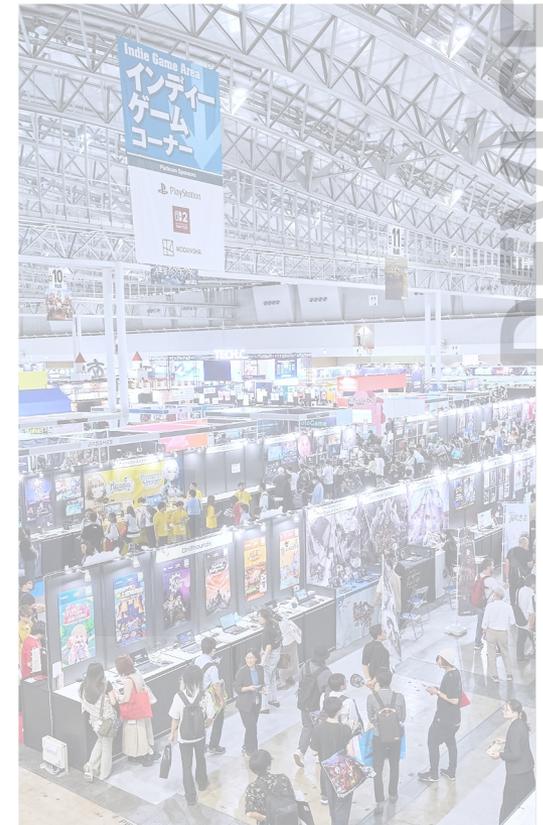
*Availability of shared tables can be reserved in advance through the business matching system.

*Option to change to dedicated booth and table

04 OTHER

Invitation to S180 Eve (page 13)

Ticket distribution: Business Day Tickets: 2, Public Day Tickets: 2



Provision of equipment

Booth	Logo Posting	Meetup Area	Presentation	OTHER
-------	--------------	-------------	--------------	-------

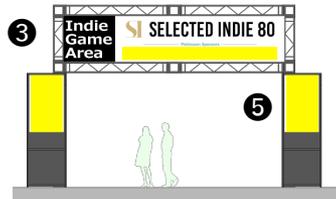
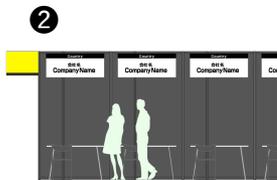
01 Logo Posting (Please refer to page 10)

02 OTHER: Ticket distribution: Business Day Tickets: 2

Invitation to S180 Eve (page 13)

Location of company logo

The location of the display may be subject to change.



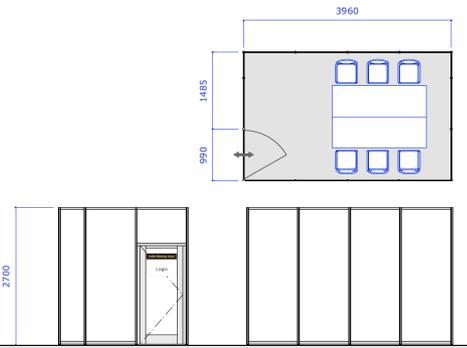
	Platinum	Gold	Silver	Bronze	Equipment
① Indie Game Area : Hanging Banner	●	-	-	-	-
② Booth Attached Signage: SELECTEDINDIE 80 Area	●	-	-	-	-
③ Entrance Signage	●	-	-	-	-
④ Panel Signage	●	-	-	-	-
⑤ Floor MAP: SELECTED INDIE 80 Area	●	●	●	●	●
International Party : Stage Board	●	●	●	●	●
SENSE OF WONDER NIGHT Venue : Main Screen	●	●	●	●	●
Indie Guidebook in TGS2026: Booklet	●	●	●	●	●
Press release	●	●	●	●	●
TGS Official Web: Indie Game Project Page	●	●	●	●	●

Exhibitors only: 5Days

Indie Meetup Area

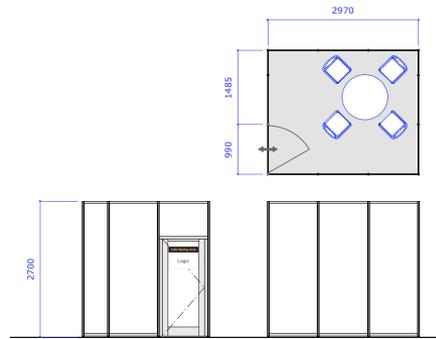
Business meeting space adjacent to the SELECTED INDIE 80 Area

Reservations for all spaces other than the designated booths and tables must be made through the business matching system.



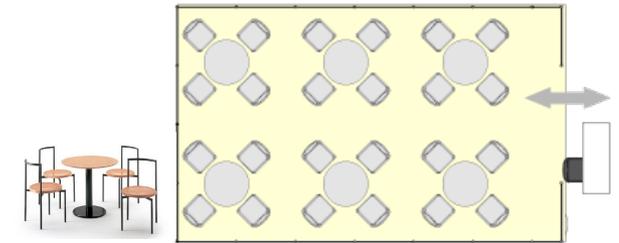
Dedicated business booth (Type A)

Location: Hall 11, 2nd floor, Esplanade
 Standard amenities: Company name plate (logo design), carpet, one two-way outlet, two tables, six chairs, Wi-Fi
 *Booths are lockable.



Dedicated business booth (Type B)

Location: Hall 11, 2nd floor, Esplanade
 Standard amenities: Company name plate (logo design), carpet, one two-way outlet, one round table, four chairs, Wi-Fi
 * Booths are lockable.



Meeting table

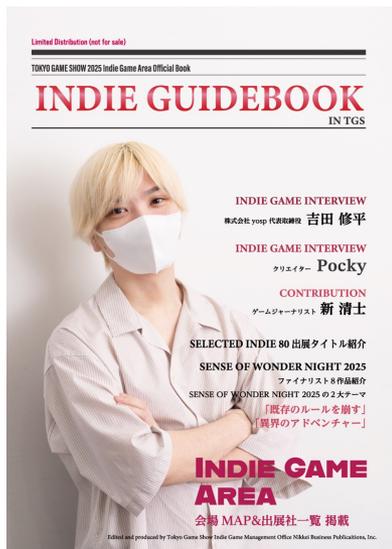
- * Reservations made through the business matching system
- * Table numbers are subject to change
- * One double outlet per table / Wi-Fi
- * No reservations required for reserved tables (fixed tables)

[tax included]

	Platinum	Gold	Silver	Bronze	Equipment
① Business booth (Type A)	●	-	-	-	-
② Business booth (Type B)	-	JPY110,000	JPY330,000	-	JPY330,000
③ Meeting table(dedicated)	-	JPY77,000	JPY165,000	JPY330,000	JPY165,000
④ Meeting table(shared)	-	●	●	JPY220,000	●

Exhibitors only Indie Guidebook in TGS2026

To support the indie game area as a whole, Tokyo Game Show 2026 will publish a booklet introducing the exhibitors and various indie game projects in the area, which will be distributed free of charge to visitors to the indie game area from the first day of the show.



2025 edition: A5 saddle-stitched 36 pages

Listing Details

Map of the Indie Game Area
List of exhibitors in the Indie Game Area
SELECTED INDIE 80 Exhibitors List
Sense of Wonder Night 2026 Finalists
Indie Game Area Sponsors
Indie game industry topics, etc.

Date of Issue / Number of Copies

Date of issue : Thursday, September 17, 2026

Distribution dates : Thursday, September 17, 2026 - Monday, September 21, 2026

Distribution location: Esplanade in front of Hall 10 at Makuhari Messe, etc.

Circulation: 10,000 copies (Japanese edition) , 3000(English edition)

Format: A5 size, saddle stitch, left side up, 36 pages (tentative)

	Platinum	Gold	Silver	Bronze	Equipment
4C 1P	●	-	-	-	-
4C 1P (charges apply)	-	JPY55,000	-	-	-

[tax included]

Ad Menu: Space and Rates

Cover 2	Inside Front Cover Spread	Cover3	Cover4	4C1P
JPY 220,000	JPY 440,000	JPY 220,000	JPY 440,000	JPY 165,000
210mm (length) × 148mm (width)	210mm (length) × 296mm (width)	210mm (length) × 148mm (width)	210mm (length) × 148mm (width)	210mm (length) × 148mm (width)

*The menu around the table is limited to one company each. Please note that the offer will end as soon as all spaces are sold out.

* If you would like to submit a Japanese advertisement for the Japanese version, please prepare two versions, one in Japanese and one in English.

*Fees, number of slots, specifications, etc. are subject to change without notice.

Application deadline : Friday, July 24, 2026 / Deadline for submission: Monday, August 17, 2026

SI80 Eve

We will be holding a networking event with SI80 exhibitors.

This will be a space for exhibitors to exchange opinions, try out games, and socialize, so please come and join us.

Participation is limited to SELECTED INDIE 80 exhibitors, SI80/SOWN judges, sponsors, and other related parties.



Venue: Makuhari Messe International Exhibition Hall 9-11,
2nd Floor Esplanade

Date and Time: September 15, 2026, 6:00 PM (scheduled)

Participants: SELECTED INDIE 80 exhibitors,
Indie game project sponsors,
SELECTED INDIE 80/SENSE OF WONDER NIGHT judges.

Drinks and snacks will be provided.

Detailed information will be sent to sponsoring companies and judges in mid-August.

	Platinum	Gold	Silver	Bronze	Equipment
SI80 Eve invitation	●	●	●	●	●
Dedicated table	●	●	●	-	-

*Advance registration is required for sponsor tables.



Exhibitors only Steam special site

A special indie game category will be featured on the TGS2026 Steam website.



For the schedule on the Steam special website, please check the July exhibition guidelines before applying.

	Platinum	Gold	Silver	Bronze	Equipment
Exhibitor slots	10	10	10	10	10
Sponsor slots	20	15	10	-	-
total number	30	25	20	10	10

Exhibitors only Display of catalogs and advertisements

Location: 2F Esplanade SELECTED INDIE 80Area Installed in front of entrance sign



Number of copies: 3,500 (one type only)

Catalog size: Up to A4 (210 x 297 mm, 10 mm stack width)

*Please note that we may not be able to accept catalogs exceeding the above size limit due to the need to display them on a display stand and for staff to distribute them.

Please contact us in advance.

[tax included]

	Platinum	Gold	Silver	Bronze	Equipment
Display (free)	●	●	—	—	—
(charges apply)	—	—	JPY55,000	JPY55,000	JPY55,000

ticket

(Business Day Ticket / Public Day Ticket)

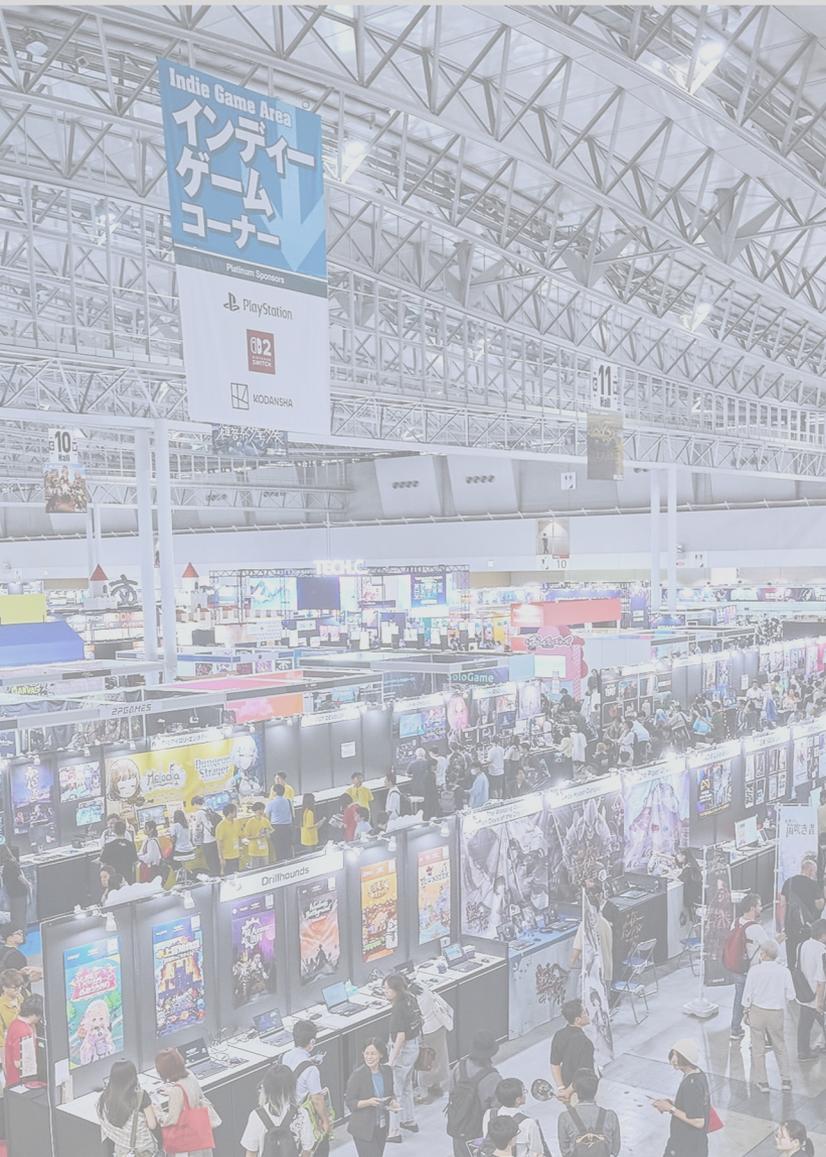
	Exhibitors only					Non-exhibitors		
	Platinum	Gold	Silver	Bronze	Equipment	Silver	Bronze	Equipment
Business Day Ticket	10	6	4	4	2	4	2	2
Public Day Ticket	10	6	4	2	2	-	-	-

Exhibitors only E-mail delivery on behalf of the client

Indie Game Management Office will distribute information from supporting companies to S180 exhibitors and indie game developers who have applied.

*Distribution period: July 8th to December 18th, 2026

	[tax included]				
	Platinum	Gold	Silver	Bronze	Equipment
Distribution: 1 time	JPY165,000	JPY165,000	JPY165,000	JPY165,000	JPY165,000



INDIE GAME PROJECT SPONSORSHIP

Deadline

March 31, 2026

Press Release: Sponsors will be announced in mid-April

Contact: Nikkei BP Indie Game Management Office

Mail: indie@nikkeibp.co.jp